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FOR IMMEDIATE RELEASE

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## **Federal Premium Launches All-New Hydra-Shok Deep Personal Defense Load**

**ANOKA, Minnesota – February 8, 2018** – Federal Premium Ammunition is pleased to announce a new high-performance self-defense load. Hydra-Shok Deep builds off the time-tested Hydra-Shok platform with design improvements that better meet modern performance measurements. Shipments are being delivered to dealers.

Federal Premium Hydra-Shok ammunition has proven itself for self-defense since 1989. Hydra-Shok Deep's redesigned bullet features a more robust center post and a core design that provides as much as 50 percent deeper penetration than classic Hydra-Shok.

### **Features & Benefits**

- Penetrates 15 inches in bare ballistics gel—the optimal depth according to FBI standards
- 50 percent deeper penetration than classic Hydra-Shok
- 70 percent improvement in overall FBI protocol score compared to classic Hydra-Shok
- Iconic center post design has been improved for better integrity and performance through civilian barriers
- Consistent, specially formulated propellant
- Extremely reliable Federal primer

### **Part No. / Description / MSRP**

P9HSD1 / 9mm Luger 135-grain Hydra-Shok Deep / \$27.95

Federal Premium is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information on Federal Premium, go to [www.federalpremium.com](http://www.federalpremium.com).

## **About Vista Outdoor**

Vista Outdoor is a leading global designer, manufacturer and marketer of consumer products in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has a portfolio of well-recognized brands that provides consumers with a wide range of performance-driven, high-quality and innovative products for individual outdoor recreational pursuits. Vista Outdoor products are sold at leading retailers and distributors across North America and worldwide. Vista Outdoor is headquartered in Utah and has manufacturing operations and facilities in 13 U.S. States, Canada, Mexico and Puerto Rico along with international customer service, sales and sourcing operations in Asia, Australia, Canada, and Europe. For news and information, visit [www.vistaoutdoor.com](http://www.vistaoutdoor.com) or follow us on Twitter @VistaOutdoorInc and Facebook at [www.facebook.com/vistaoutdoor](http://www.facebook.com/vistaoutdoor).

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